



**FULL ARCH
ADVANTAGE**

IN PARTNERSHIP WITH **BIOHORIZONS**[®]

Lead Nurturing



DO



DON'T

Focus on quality leads.	Use generic messages.
Follow up consistently.	Be overly aggressive.
Provide valuable content.	Ignore feedback.
Engage leads through multiple channels.	Forget to qualify leads.
Build relationships with leads.	Neglect the lead's lifecycle stage.
Listen to leads and respond to their questions.	Overwhelm leads with information.
Share testimonials and success stories.	Rely solely on automation.
Collaborate with sales and marketing teams.	Fail to follow up.
Respect opt-out requests.	Ignore metrics and data.